

Living and Playing Tobacco Free

Creating Tobacco Free Outdoor Spaces in Your Community

**LEAD BY EXAMPLE.
BE TOBACCO FREE.**

TOBACCO USE PREVENTION & CONTROL

**Connecticut Department of Public Health
Tobacco Use Prevention and Control Program**

November 2013



For assistance with Tobacco Free Spaces in your Community contact:

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Tobacco Use Prevention and Control Program
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Portions of this publication were originally created by the Tobacco-Free Youth Recreation Program in Minnesota. www.tobaccofreeparks.org.
Adapted with permission.

Table of Contents

Introduction	1
Why Tobacco Free Policies Make Sense	2
Banning Outdoor Smoking is Scientifically Justifiable	3
Action Steps to Go Tobacco Free	4
Tobacco Free vs. Smoke Free	9
Tobacco Smoke Facts	10
Role Modeling and Tobacco Use Prevention	11
Tobacco Litter Facts	12
Creating Your Team	13
Project Partner Questionnaire	14
Facility Inventory	16
Community Survey	17
Policy Request	18
What a Model Ordinance/Policy Looks Like	19
Model Tobacco Free Policy– Outdoor Facilities	20
Model Tobacco Free Policy– Building Entrances and Campus	22
Commitment of Support	23
Tips for Working with the Media	24
Letters to the Editor	25
Discussion and Presentation Outline	27
Talking Points	28
Signs and Order Form	29
Addressing Policy Myths	31
Community Support Request Letter	32
Frequently Asked Questions	33
Enforcing and Publicizing Your Policy	34
Help Enforce our Policy Handout	35
Policy Notification Cards	36
Press Release Sample	37
Policy Notification Letter	38
Decision Makers Thank You	39
Resource for Tobacco Free Spaces	40
Connecticut Towns and Cities with Tobacco and Smoke Free Parks	41



CREATING TOBACCO FREE OUTDOOR SPACES

Tobacco free outdoor environments protect the health and safety of children and the entire community.

Tobacco use is the single most avoidable cause of death in our society. Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders and suicides combined. Thousands more die from other tobacco-related causes such as exposure to secondhand smoke, smokeless tobacco use and fires caused by smoking. No amount of exposure to secondhand smoke is safe.

Cigarette butts are the most frequently littered item. They do not bio-degrade and are costly for municipalities and property owners to clean-up.

Creating tobacco-free policies in outdoor spaces promotes healthy communities by protecting citizens from the harmful exposure to tobacco smoke and establishing community norms that tobacco use is not an acceptable behavior for youths or adults.

Tobacco free outdoor areas can include:

- Parks and Outdoor Recreation Areas
- Playgrounds
- Sports Fields and Stadiums
- Pools and Beaches
- Fairs/Carnivals
- School and Public Bus Stops
- Train Stations
- Farmer's Markets
- Outdoor Concerts and Events
- Building Entrances
- ATM and other service lines

This guide can assist you in creating tobacco free policies for outdoor spaces in your community.

Tobacco Free Policies For Outdoor Spaces

Make Sense

Here's Why:

Secondhand smoke harms everyone.

Exposure to secondhand smoke is the third leading cause of preventable death, killing 400 nonsmokers every year in Connecticut. There is no safe level of exposure.

Secondhand smoke is harmful in outdoor settings.

According to an expert, secondhand smoke levels in outdoor public places can reach levels as high as those found in indoor facilities where smoking is permitted. (see page 3)

Tobacco free policies in outdoor settings are part of a national trend that has been taking place for several years.

Communities throughout the United States are creating tobacco free outdoor facilities out of concern for the health of their citizens. In addition to towns in Connecticut, cities in New York, Massachusetts, New Jersey, Maine, Arizona, and California have adopted tobacco-free policies for their outdoor facilities.

Tobacco free policies help change community norms.

Tobacco free policies establish the community norm that tobacco use is not an acceptable behavior for young people or adults.

Tobacco free policies enable leaders, parents and other adults to model healthier lifestyle choices.

In tobacco free environments, parents, coaches and other leaders become tobacco free role models that send a powerful message to youth that tobacco use is not part of a healthy lifestyle.

Tobacco free policies help break the connection between tobacco and sports and other events.

For years the tobacco industry has sponsored and advertised at sporting events, concerts and other entertainment, misleading young people's perception of tobacco use. Research indicates that sporting events expose youth to extensive tobacco use by people they view as positive role models.

Town-wide policies create a consistent tobacco free policy for all outdoor facilities in the community.

Since many school districts already prohibit tobacco use at their outdoor facilities a tobacco free policy for town-owned outdoor facilities creates continuity and eliminates confusion about which facilities are tobacco free. A tobacco free policy also provides support to organizations that already have an existing policy and that use the towns' facilities.

Tobacco free policies reduce tobacco litter.

Cigarette butts and tobacco-related items make up 38% of all litter, creating costly clean up. With tobacco free policies, clean up costs decrease.

Banning Outdoor Smoking is Scientifically Justifiable

Failure to ban smoking in outdoor public venues may expose nonsmokers to levels of secondhand smoke (SHS) as high or higher than received in indoor spaces where smoking is unrestricted.

The reality of atmospheric dispersion of SHS in outdoor settings is this: individual cigarettes are **point source** of air pollution and, therefore, smoking in groups becomes an **area source**. Outdoor air pollutants from individual point sources are subject to plume rise if the temperature of the smoke plume is hotter than the surrounding air. However, if the plume has a small cross-section, as for a cigarette, it will rapidly cool and lose its upward momentum, and then will subside as the combustion particles and gases are heavier than air. Thus, in the case of no wind, the cigarette plume will rise to a certain height and then descend. In a case where a group of smokers are sitting in an outdoor area, on a patio or in stadium seats, their smoke will tend to saturate the local areas with SHS.

Where there is wind, the amount of thermally induced plume rise will be inversely proportional to the wind velocity— doubling the wind velocity will have the plume rise. In this case, the cigarette plume will resemble a cone tilted at an angle to the vertical. The width of the cone and its angle with the ground will depend upon the wind velocity: a higher wind will create a more horizontal cone, a smaller cone angle, and a higher concentration of SHS for down wind nonsmokers. If there are multiple cigarette sources, the down wind concentration will consist of multiple intersecting cones, that is, overlapping plumes. As the wind direction changes, SHS pollution will be spread in various directions, fumigating downwind nonsmokers.

-James Repace

Secondhand Smoke Consultant

Repace Associates, Inc.

www.repace.com

In Summary:

**Smoking outdoors still creates a
hazardous environment for all.**

ACTION STEPS TO CREATING TOBACCO FREE OUTDOOR SPACES

Congratulations on your interest in making your city's outdoor spaces tobacco free!

The following steps will help prepare you in carrying out your policy initiative. These steps can be applied to any outdoor settings such as recreational facilities, beaches, fairgrounds, bus stops, entryways, school grounds, etc.

Mobilize your Team

Step 1: Assess your Readiness

1

Before you start, contact the CT Tobacco Use Prevention and Control Program to assess your tobacco prevention partnership's readiness to work on this policy initiative. As part of this assessment, TUPAC will encourage you to involve as many tobacco prevention partners as possible in this policy initiative, since a larger partnership will increase the likelihood of your success in getting a tobacco-free policy passed. Likely partners include the local health departments, Regional Action Councils, Local Prevention Councils, community health groups, American Cancer Society or American Lung Association volunteers/staff, school personnel, parent organizations, health care staff, and youth groups.

Assess the Community (Steps 2-5)

Step 2: Find out Who Makes the Decisions

2

Making your city's outdoor facilities tobacco free will likely require passage of a policy or city ordinance. The city's park and recreation board typically passes park policies for recreational areas. The city council may need to pass a ordinance for other outdoor spaces. A policy or city ordinance will both achieve the same goal, which is to create tobacco free outdoor facilities. It is important to gain the support of your park and recreation board since the city council relies on the park and recreation board to make policy recommendations relating to the city's recreational facilities. First, contact the city's park and recreation department to find out if an ordinance will be required or if the local park and recreation board has the authority to pass it's own park policy. For other spaces and if your city does not have a park and recreation department/board, you can still follow the steps in this handbook by working directly with the city administrator and council.

Step 3: Find out the Facts

3

Work with your local tobacco prevention partners to find out some key facts that will help form your policy request. Use the "Facility Inventory" on page 16 to determine what outdoor facilities are present in your community and who owns and uses these facilities. Ask the park and recreation department for a list of these facilities. Determine whether or not those grounds are tobacco free. If a tobacco free policy is in place, then be certain to verify whether or not signage and other implementation tools have been utilized to notify the community (see Step 16). If there is no existing policy, continue by gauging community support.

Step 4: Gauge Community Support

4

You can conduct a survey of the community to find out the level of support for your policy request. See page 17 for a "Sample Community Survey." If you are interested in knowing how the community supports other tobacco free environments, recreation-related questions can be added to a larger survey. You can use your survey results in media-related activities (see Step 7) and in planning your presentation to the park board or city council (see Step 11) to demonstrate the community's desire to have tobacco-free outdoor spaces and facilities.

Step 5: Develop your Policy Request

5

Once you've collected the information required in Steps 3 and 4, begin to formalize your policy request. A comprehensive policy request will help ensure that the decision makers are considering a strong policy that will maximize the opportunity you have to change community norms and protect citizens from secondhand smoke. Your policy request should include the rationale behind the request, facilities you would like included, and recommendations for enforcing the policy. Use the "Sample Policy Request" on page 18 and "Model Tobacco Free Policy for Outdoor Facilities" on page 20 to help you form the specifics of the request. Review the list of

facilities that do not have existing policies that you generated in Step 3 to help you determine what facilities you should request the city make tobacco free. Decide whether you will focus on youth facilities or all parks and recreational facilities as well as other outdoor spaces, since this will affect the rationale you use in your policy request.

Build Policy Support (Steps 6-9)

Step 6: Ask Community Members to Support your Policy Request

Once you've developed your policy request, begin contacting potential supporters to back the request. Local sports teams and recreational clubs, school officials, faith groups, coaches, parents, and youth are just a few groups and individuals you will want to contact. Use the resource materials in this guide to educate the community members about the importance of having tobacco free policies in recreational and other outdoor settings. Involving youth in this policy initiative is key since they often bring a different perspective that can help decision makers to understand the importance of tobacco free facilities. Be certain to inform the potential supporters about the issues and explain why this policy would benefit the community. Ask all supportive organizations and individuals to sign the "Commitment of Support Form" on page 23 to show their support for your policy request.

6

Youth advocacy activities to help build support for tobacco free outdoor facilities:

- Use the resource materials in this guide to educate community members on the importance of having tobacco free policies in outdoor settings.
- Use petitions to gather support from youth and adults in the community. Create a petition, or use the "Commitment of Support Form" on page 23. Ask community members to write letters to the decision makers in support of the policy request (see Step 14).
- Collect cigarette butts in local outdoor facilities to use as evidence. During your formal policy request, present your findings to the park board or council and explain the dangers of secondhand smoke and cigarette butts left as litter.

Step 7: Utilize the Media to Advocate for your Policy Request

The local media (newspapers, radio, TV stations) can be key in building community support for your policy request. If you have an existing relationship with a reporter or editor, meet with them to discuss the issue. If you do not, find out who covers the health or community beat and set up a meeting with them (see page 24 for "Tips for Working with the Media"). Be sure to plan ahead and bring a few pertinent handouts and ideas for storylines. If a reporter or editor does not have time to write an article, ask if you can submit an article about the harms of tobacco use and the benefits of a tobacco-free policy.

7

You can also utilize the media by submitting letters to the editor to educate the public about the importance of having tobacco free facilities. See page 25 for a "Sample Letter to the Editor." Other media-related activities include hosting an event and inviting the media to cover it, placing ads in the local newspaper, and asking local TV or radio stations to play Public Service Announcements about tobacco free outdoor facilities.

Step 8: Find a Champion from Within

While you are building support in the community, begin building support with park and recreation staff, board members and city council. If you or other supporters already know a staff or board member, begin by conducting an informal discussion with that person about your policy request. Use the "Discussion and Presentation Outline: Discussing Tobacco Free Policies with City Officials" on page 27 to help guide your conversation. If there are no existing relationships, then a good starting point is to contact the city's park and recreation director, property manager or youth recreation programmer. Try to line up his or her support and get advice on how to best approach the issue. Find out who on the board may be in support of this type of policy and how informed the board's members are on the issues.

8

Step 9: Hold Informal Discussions with Decision Makers

Before bringing your request to the board or council, try to meet individually with as many board/council members as you can. Bring along just one or two supporters to such meetings, including someone who knows

9

the person you are meeting with, if possible. At your meetings, be as informal and educational as possible. Don't try to box anyone in a corner. If you push decision makers to state their opinion at this stage, it will be more difficult later for them to change their position. Instead, explain what you are trying to do, why it is important, and how they can play a part in helping reduce youth tobacco use in their community. Describe tobacco prevention resources (posters, pledges, etc.) you can provide them for their recreational programs and facilities. As in Step 8, refer to the "Discussion and Presentation Outline" on page 27. Describe the necessity of a comprehensive tobacco free policy by reviewing the "Model Tobacco-Free Policy for Outdoor Facilities" (see page 20), and explain the requirements for receiving free signage through TUPAC (see page 29). Offer them help with policy development and implementation. Based on initial feedback from your meetings, determine whether you can proceed with your policy request or if further education is needed.

Assist with Policy Adoption (Steps 10-15)

Step 10: Get on the Agenda

10 If you are ready to proceed with your policy request, the next step is to get on the agenda for the park and recreation board meeting. Contact your champion, the park and recreation director or board/council chairperson to indicate your interest in making a formal request for a tobacco free policy at council/board's upcoming meeting. Determine when and where the meetings are held and how much time you will have at the meeting to make your request. Ask for the deadline to include materials in the meeting packets.

Step 11: Plan your Presentation

11 Determine who will be speaking on behalf of your group when you make your policy request. A short testimonial from local youth, concerned parents, recreational leaders, and other supportive organizations will help demonstrate that tobacco use is a concern that stretches across society, affecting people of all ages. See the "Discussion and Presentation Outline" on page 27 for talking points for your presenters. Anticipate questions relating to the necessity of the policy and how the policy will be enforced. See page 31, "Addressing Policy Myths," for tips to help you address policy arguments that may be mentioned at the meeting.

Step 12: Make the Presentation Count

12 At the meeting, have a broad cross section of people, including youth, parents, citizens, and supportive organizations in attendance during the presentation. Introduce the groups in attendance and present the list of organizations that have signed the "Commitment of Support Form" (found on page 23) to show community support for this policy. Present the information as your group planned in Step 11. Anticipate arguments and questions that might be asked during the presentation and be ready to respond.

Step 13: Assist in Policy Development

13 After your presentation, the board will often decide to further study the issue to determine what facilities and enforcement options should be included in their policy. If this is the case, provide them with any requested information or materials so that you can continue the momentum. Ask to be involved in any sub-committee or staff work group that is formed to develop a draft policy. During this time, provide technical assistance and guidance to help ensure the adoption of a strong policy. This will help decision makers avoid pitfalls that could lead to a weak policy (e.g. a policy that only discourages and does not prohibit tobacco use). Remind the policy committee of the policy components required in order to receive free signage. See page 29 for details on these requirements.

Step 14: Continue Building Support

14 While the decision makers are developing a draft policy, continue recruiting supporters to help secure the policy's adoption when it is brought back to a board meeting for consideration. During this time you can encourage community members to send a letter expressing their support for the policy request. A "Community Support Request Letter" can be found on page 32. Use this letter to contact interested community members to ask them to support your policy request. Refer to the information in Step 7 on media advocacy and continue those activities until a final decision about your policy request has been made.

Step 15: Attend Remaining Public Hearings

15

Determine when the board will be ready to vote on their draft policy. Attend the meeting with the policy supporters to answer any final questions and to offer support for the policy. Remember to be respectful of the outcome, even if your request is denied. If denied, continue your relationship with the department and bring your request back at a later date. If the board votes to recommend the policy to the city council for final approval, attend the city council meeting with the supporters in case the council has any questions that need to be answered. Find out ahead of time if the city council will hear testimony and prepare a brief statement in support of the policy request. Once the policy is adopted, be certain to thank them for their decision. Follow Step 16 for ways you can help with the policy's implementation.

Life after Policy Adoption (Steps 16-17)

Step 16: Assist with Policy Implementation

16

Be certain to work with the city park and recreation department after policy adoption to demonstrate your commitment to involving them in your efforts to reduce youth tobacco use. Start by publicly recognizing the city and the department for its efforts. Help them carry out their implementation and enforcement plan by assisting with signage, user and staff notification, and other strategies outlined in their policy. If the city is interested in the free signage available through the CT TUPAC, have them complete the order form found on page 29.

Step 17: Look for Opportunities to Promote the Tobacco-Free Message

17

Look for community events coordinated by the department (activity registration, Team Photo Night, etc.) as opportunities to educate the community on the importance of having tobacco-free environments. Provide recreational leaders and staff with materials so they can explain the policy to youth to help them better understand why they should be tobacco free. By offering prevention posters, pledges, banners, and other resources you can also help the department reinforce the tobacco free message.

A blue-tinted photograph of a park. A light-colored path leads from the foreground into the distance. On the left side of the path, there is a row of trees and several park benches. On the right side, there is a large, dark evergreen tree and a gazebo-like structure in the background. The word "Resources" is written in large, bold, black letters across the center of the image.

Resources

TOBACCO FREE VS. SMOKE FREE

Policy Description

Smoke Free Policy— no smoking is allowed in the area. Smoking is defined as the use of cigarettes, pipes, cigars and other devices that produce smoke. The policy should also include electronic cigarettes and water pipes. The main idea of this type of policy is to eliminate second and third hand smoke exposure.

Tobacco Free Policy— no form of tobacco use is allowed in the area. This includes cigarettes, pipes, cigars, smokeless tobacco and nicotine delivery systems not approved by the Federal Food and Drug Administration to assist with tobacco cessation. The main idea of this type of policy is to promote the health and well-being of the community and visitors to the area as well as to assist in the reduction of tobacco use initiation by youth.

Benefits of Tobacco Free Policies

- Tobacco free policies are concerned with the health of everyone including the tobacco users.
- Tobacco free policies help reduce all tobacco waste (butts, wrappers, spit residue, spit containers etc.) on the ground and area.
- Many Connecticut schools are tobacco free. Youth are used to this type of policy.
- Tobacco free policies eliminate the confusion of staff, participants and visitors about what is and is not allowed to be used.
- With smoke free only policies, youth may perceive that other forms of tobacco use are acceptable, which can inadvertently lead to an increase in smokeless tobacco use.
- Tobacco free policies assist in changing social norms by sending a message that all tobacco products are unsafe and not part of a healthy and active lifestyle.





Tobacco Smoke Facts

Breathing in secondhand smoke is dangerous. There is no safe level of exposure.

- Secondhand smoke is the smoke that is exhaled from smoker's lungs, the smoke that comes off of the end of a cigarette, pipe or cigar and the smoke that lingers in the air and on clothing, furniture, hair and other surfaces after the cigarette is smoked.
- Smoke from the end of a burning cigarette is unfiltered and contains twice as much tar and nicotine as the smoke that a smoker inhales through the filter.
- It is estimated that only 15% of cigarette smoke gets inhaled by the smoker. The remaining 85% lingers in the air for everyone to breathe.¹

Ingredients in secondhand smoke include:

Arsenic (rat poison)	Nicotine (addictive drug and pesticide)
Carbon Monoxide (car exhaust)	Toluene (paint thinner)
Cadmium (chemical in batteries)	Methanol (rocket fuel)
Mercury (liquid metal)	Butane (lighter fluid)
Vinyl chloride (found in PVC pipe)	Ammonia (cleaner)
Formaldehyde (embalming fluid)	Lead (metal used in buildings)
Hydrogen cyanide (chemical weapon)	Nickel (metal in batteries)
Acetone (nail polish remover)	Polonium (radioactive element)

- Secondhand smoke contains over 7,000 chemicals, 70 of which are known to cause cancer.
- Secondhand smoke is the third leading cause of preventable death. In Connecticut, 400 nonsmokers die each year due to exposure to tobacco smoke.²
- Exposure to secondhand smoke has immediate adverse effects on the cardiovascular system and can cause heart disease, respiratory and ear infections (especially in children), lung and other cancers, stroke, asthma, preterm labor and delivery, Sudden Infant Death Syndrome (SID), learning disabilities and Attention Deficit Hyperactivity Disorder (ADHD) and many other illnesses and diseases.^{3,4,5}

1. <http://community.becomeanex.org/pg/blog/read/1688520/secondhand-smoke-facts>

2. Tobacco Free Kids, www.tobaccofreekids.org

3. <http://www.cdc.gov/nccdphp/publications/factsheets/prevention/pdf/smoking.pdf>

4. U.S. Department of Health and Human Services. The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, Coordinating Center for Health Promotion, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2006.

5. <http://psychcentral.com/news/2011/07/11/secondhand-smoke-linked-to-adhd-learning-disabilities/27651.html>

ROLE MODELING AND TOBACCO USE PREVENTION

Youth are influenced by what they see around them and they watch other people's behavior to know how they should behave. Having a positive role model gives youth a sense of security and comfort that their life has purpose, which helps keep them away from risky behavior.¹ Youth look to adults and peers as role models.

When smoking and other tobacco use is allowed in places frequented by youth or in family-friendly spaces, youth see tobacco use as normal and acceptable behavior and are more likely to try tobacco.

- Children with a sibling who smoke or who have friends who smoke are more likely to try tobacco.
- More than a third of all kids who ever try smoking a cigarette become regular, daily smokers before leaving high school.
- The peak years for first trying to smoke appear to be in the sixth and seventh grades, or between the ages of 11 and 13, with a considerable number starting even earlier.
- Nearly 90% of adult smokers began smoking at or before the age of 18. If someone has not started smoking by age 21, it is not likely they will.²

"I was one of those kids that picked it up based on seeing ballplayers do it."

—Stephen Strasburg, Washington Nationals

Youth Tobacco Use in Connecticut³

Youth	Has Ever Tried a Tobacco Product	Current Tobacco User	Recent Exposure to Tobacco Smoke in a Public Place
Middle School Student	12.0%	4.6%	34.6%
High School Student	40.8%	19.9%	47.1%

1. http://www.ehow.com/about_6500777_children-need-role-models.html#ixzz2k4pEf3Tg

2. U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.

3. CT Department of Public Health, 2011 Connecticut School Health Survey— Tobacco Use Component

TOBACCO LITTER FACTS

There are over 176,000,000 pounds of cigarette butts discarded in the U.S. each year. Cigarette butts are the most littered item on U.S. roadways, making up 38% of all littered items collected.

Every second, 142 cigarette butts are flicked out of a car window, thrown into the grass or stubbed out on sidewalks.

Cigarettes are poisonous when eaten by children, pets, and other animals leading to injury and death. Thousands of calls are made each year to American Poison Control Centers regarding children poisoned by ingesting cigarette butts.¹ Ingesting one to five cigarettes can cause death in dogs and cats.

Discarded butts and materials are washed into drains making their way into rivers and the ocean contaminating the water and killing wildlife. Those that are not washed into the waterways, contaminate the soil.

Cigarette butts are not biodegradable. Sunlight may eventually break down the filters into smaller pieces but they never fully disappear. The chemicals remain in the environment.

Improperly discarded cigarettes and other smoking materials start fires. More than 900 people in the United States die each year in fires started by cigarettes, and about 2,500 are injured. Nationally, annual human and property costs of fires caused by careless smoking total about \$6 billion.²

Cleanup of tobacco litter from sidewalks, streets and recreational areas is costly. A San Francisco litter audit study found the cost for clean up of tobacco litter to be more than \$7 million annually. Taxpayers and local authorities bear the cost of cleaning.

After posters were hung asking that butts not be thrown on the ground, the town of Woodbridge, CT found a reduction in cigarette litter of 55% and a 27% reduction at Hammonasset Beach Pavilion.

1. Tobacco Free Outdoors- www.tobaccofreebt.org

2. The Environmental Impact of Cigarette Butt Waste: Just the Facts fact sheet, www.cigwaste.org

CREATING YOUR TEAM

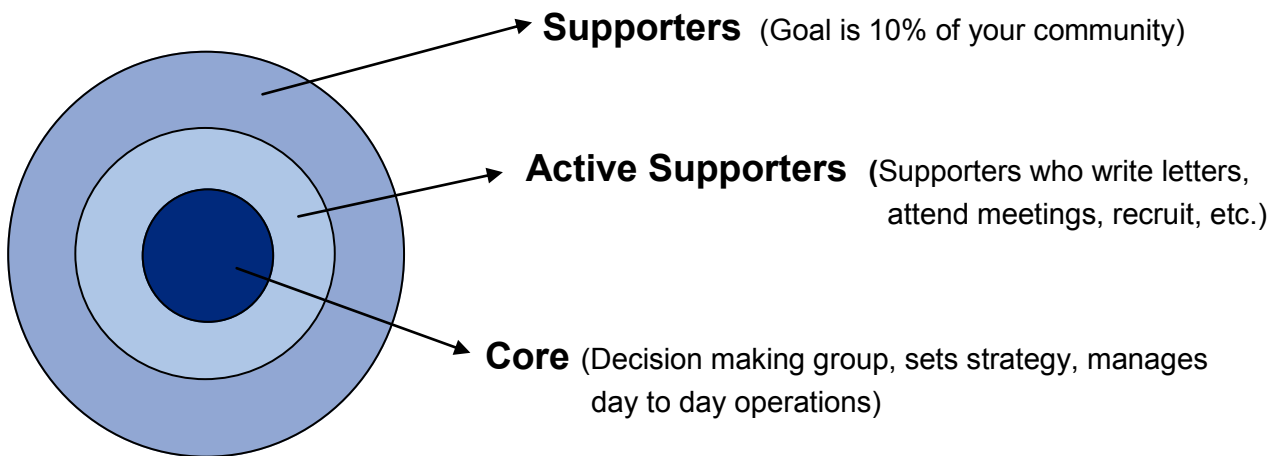
Get the Right People Involved

Building a broad-based coalition to assess the potential issues of adopting tobacco free policies will also help you through each of the steps of policy development and implementation. This team will help to develop a draft policy and roll out implementation which is critical to the success of the policy.

Include community and town leaders, parents, teachers, youth, athletic organizations, custodial and/or public works staff. The coalition/committee should reflect the diversity of the community population, and include representatives of the different groups that use the space. Tap into recreational groups such as the adult and youth softball leagues, the local 4-H chapter, the YMCA, and boy and girl scout troops.

It is helpful to have regularly scheduled meetings for better participation. Do not forget to educate your team on the issues and the facts behind them.

Build a Meaningful Team to Move People



"If you want to move people, it has to be toward a vision that's positive for them, that taps important values, that gets them something that they desire, and it has to be presented in a compelling way that they feel inspired to follow."

– Martin Luther King, Jr.

Connecting with Recreational Groups

- Contact key staff members of the recreational group and meet with them to develop relationships
- Complete the "Recreational Organization Questionnaire" on page xxx for each group, this information will be useful as you develop your campaign and when it is time to publicize any activity.
- Be certain to explain that you believe they can play a key role in reducing youth tobacco use
- Provide them with examples of how you can work together on this initiative.

PROJECT PARTNER QUESTIONNAIRE

Useful Information to gather about your Project Partners

NAME OF ORGANIZATION:

What are the typical activities in which the youth participate?

What is the age range of the youth?

How many youth, adult leaders, and parents are involved in the organization?

How many teams or groups are in the organization?

Is the organization affiliated with a statewide or national organization?

Is there a board of directors or similar governing body for the organization?

When and how often do they meet?

Does the organization have a tobacco policy?

If so, what is it?

No tobacco use	
No tobacco possession	
Indoor facilities	
Outdoor facilities	

Who does the policy cover?

Parents ____	Coaches ____
Officials ____	Youth Participants ____
Spectators ____	Staff ____

What property does the policy cover?

____ all property owned by the organization
____ all property rented, leased, or used by the organization
____ all places or events sponsored by the organization, regardless of the site

Continue on back

PROJECT PARTNER QUESTIONNAIRE

How is the policy communicated?

Published in handbook ____	Published in newsletter ____
Communicated via email ____	Distributed to parents ____
Distributed to officials ____	Publicized to youth ____

Have members of the organization signed statements regarding tobacco?

____ Player's pledge against tobacco use
____ Team pledge against tobacco use
____ Coach's pledge against tobacco use during the organizations' activities
____ Parent's statement of acknowledgement of policy

How does the organization enforce the policy?

Who enforces it?

What are the penalties?

Do violations occur?

Who typically commits the violations?

Are there tobacco policies enacted by other organizations that cover this organization's activity?

State or national governing organization	
City/Town park and recreation department (either park policy or city ordinance)	
Local school district	
Local athletic association	

Does the organization enforce this tobacco policy? How?

Does the organization have?

Coaches' training		Parents' meetings	
A website		Newsletters	
Events such as tournaments, family days, fairs, or registration days?			

Facility INVENTORY

EXAMPLE

Facility Name/ Address	Facility Type*	Owner/Operator Contact Info.	Decision-Making Body	Existing Policy and Signage	Regular Facility Users
Yourtown Park	playground, 2 softball fields, 6 hiking trails, 5 basketball courts, pavilion	Yourtown Parks and Rec; Joseph Jones, 860-555-1010	Yourtown Council Marie Mason, chair	No No	Adult softball association, youth basketball association, families/children

*Examples: City parks, playgrounds, athletic fields, beaches, pools, walk/bike trails, school, fairgrounds, entryway, dog park, bus stop, skate parks
 Microsoft Word version available, contact CT TUPAC at 860-509-8251 or DPHTobacco@ct.gov.

COMMUNITY SURVEY

SAMPLE

We would like to know what you think about tobacco-free recreational places for our community. Please answer the following questions.

I support **NO TOBACCO USE** in the following places:

(For each place, circle the number on the scale that best describes how you feel).

Outdoor sports facilities/ Stadiums	strongly disagree	1	2	3	4	5	strongly agree
Parks	strongly disagree	1	2	3	4	5	strongly agree
Outdoor public events	strongly disagree	1	2	3	4	5	strongly agree
Playgrounds	strongly disagree	1	2	3	4	5	strongly agree
Fairgrounds/Carnivals	strongly disagree	1	2	3	4	5	strongly agree
Beaches/Pool	strongly disagree	1	2	3	4	5	strongly agree
Bus stops	strongly disagree	1	2	3	4	5	strongly agree
Entryways to buildings	strongly disagree	1	2	3	4	5	strongly agree
Other _____	strongly disagree	1	2	3	4	5	strongly agree

I support **NO TOBACCO USE** for the following individuals during youth recreational events:

Coaches/youth leaders	strongly disagree	1	2	3	4	5	strongly agree
Youth sports officials	strongly disagree	1	2	3	4	5	strongly agree
Spectators attending events	strongly disagree	1	2	3	4	5	strongly agree

Where do you live?

- ☐ In [insert your community's name] ☐ Within 20 miles of [insert your community's name]
☐ Over 20 miles from [insert your community's name]

What is your age?

- ☐ 6-10 ☐ 11-17 ☐ 18-24 ☐ 25-39 ☐ 40-50 ☐ 51+

Are you a... (check all that apply)

- ☐ Parent ☐ Student ☐ Grandparent ☐ Facility visitor ☐ Youth leader/coach ☐ Sports official
☐ Non-smoker/tobacco user ☐ Smoker/tobacco user ☐ Former smoker/tobacco user

Policy REQUEST

SAMPLE

(Note: This request was developed to focus on all outdoor recreational facilities. If you are working on other outdoor facilities, such as bus stops, entryways and service lines, you should customize this request accordingly).

As citizens of Yourtown, we are asking the City of Yourtown's Park and Recreation Board to adopt a tobacco-free policy for the city's outdoor recreational facilities for the following reasons:

- Secondhand smoke is harmful in both indoor and outdoor settings. Exposure to secondhand smoke is the third leading cause of preventable death in the United States.
- Children and adults using city recreational facilities should not be exposed to the deadly effects of secondhand smoke and cigarette butts that are often present in these areas.
- The Yourtown Park and Recreation Department has a responsibility to protect the health and safety of our community's children and adults while they use the city's recreation facilities, and adopting a tobacco-free policy is part of this responsibility.
- By having policies, we can ensure that coaches, parents and other role models do not use tobacco in recreational settings, sending our children the message that tobacco use is an unhealthy behavior.

Proposed Tobacco-Free Facilities

All playgrounds, athletic fields/courts/rinks/parks (softball, baseball, soccer, hockey, tennis, basketball, football, skateboard, etc.)

Beaches: Birch Lake Beach, Ocean Beach and Fishing Pier

Entrances to Johnson Memorial Hockey Arena (building is already tobacco free)

Yourtown Municipal Golf Course, Birch Mountain Ski Slope, Wilson Stadium

Central Park and Rose Garden, Yourtown City Pavilion and Amphitheater

City-owned hiking/walking/biking trails

Proposed Policy Enforcement Plan

In order to most effectively educate the community about this policy and ensure compliance, we suggest the following enforcement plan:

1. Appropriate signs as directed by the Park and Recreation Director shall be posted in the above specified areas.
2. The community, especially facility users and staff, will be notified about this policy (policy manual, newsletter, pledges).
3. Park and Recreation staff will make periodic observations of recreational facilities to monitor for compliance.
4. Any person found violating this policy may be subject to immediate ejection from the recreation facility for the remainder of the event.



What a Model Ordinance/Policy Looks Like

Tobacco free ordinances and policies are tools intended to protect public health based on clear scientific evidence regarding the hazards of tobacco smoke exposure. The goal is to protect people from exposure, create healthier communities and create social norms where the public expects tobacco free environments.

A Model Tobacco Free Policy or Ordinance will include:

- Rationale for the policy
- The specific outdoor areas covered by the policy
- Prohibiting everyone from using any form of tobacco
- Enforcement
- The effective date

The rationale for the policy should include information regarding the health hazards of secondhand smoke exposure, litter control and the elimination of poisonous hazards from the ingestion of cigarette butts. Also helps with youth tobacco use prevention by providing the message that tobacco use is an unhealthy behavior.

Policies and ordinances should provide clear definitions of what is included, such as the prohibition of *all* forms of tobacco including electronic cigarettes (e-cigarettes), a specific listing of each place where tobacco use is prohibited and that *all persons* are prevented from using tobacco, not just minors.

Model policies and ordinances do *not* include exceptions for any type of tobacco product, person or event. Nor do they include time-specific provisions, such as the prohibition of tobacco use only during youth athletic events. Tobacco use should be prohibited 24 hours a day, 7 days a week.

The effective date of the policy or ordinance should be no longer than 60-90 days from adoption.

Samples of policies and ordinance can be found on pages 20-22.

MODEL TOBACCO FREE POLICY OUTDOOR RECREATIONAL FACILITIES

SAMPLE 1

The following example is intended to help guide your organization in drafting the language that best suits your community and property.

WHEREAS, Yourtown believes that tobacco use in the proximity of children and adults at Yourtown facilities is detrimental to their health and can be offensive to those using such facilities; and

WHEREAS, Yourtown has a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco-free policy, rule enforcement, and adult-peer role modeling on Yourtown outdoor recreational facilities; and

WHEREAS, Yourtown believes parents, leaders, and officials involved in recreation are role models for youth and can have a positive effect on the lifestyle choices they make; and

WHEREAS, the tobacco industry has a long history of sponsoring and advertising at recreational events to foster a connection between tobacco use and recreation; and

WHEREAS, cigarettes, once consumed in public spaces, are often discarded on the ground, requiring additional maintenance expenses, diminishing the beauty of the Yourtown's recreational facilities, and posing a risk to toddlers due to ingestion; and

WHEREAS, the Yourtown Park and Recreation Board determines that the prohibition of tobacco use at their recreational facilities serves to protect the health, safety and welfare of the citizens of our City.

Section 1: Tobacco use prohibited in outdoor recreational facilities

No person shall use any form of tobacco including electronic smoking devices at or on any Yourtown-owned or operated outdoor recreational facilities, including the restrooms, parking lots, spectator and concession areas. These facilities include *[insert specific facilities here, e.g. playgrounds, athletic fields, beaches, aquatic areas, parks, and walking/hiking trails]*.

Section 2: Enforcement

- Appropriate signs shall be posted in the above specified areas.
- The community, especially facility users and staff, will be notified about this policy.
- Staff will make periodic observations of recreational facilities to monitor for compliance.
- Any person found violating this policy may be subject to immediate ejection from the recreation facility for the remainder of the event and/or a \$XX fine.

Section 3: Effective Date

This policy statement is effective immediately upon the date of adoption.

Appropriate City Official

Date

MODEL TOBACCO FREE POLICY

OUTDOOR RECREATIONAL FACILITIES

SAMPLE 2

The following example is intended to help guide your organization in drafting the language that best suits your community and property.

I. Guideline Statement

Yourtown parks and beaches are intended for the healthy enjoyment of all citizens, including children and youth.

II. Findings

- Parks and beaches are essential, health-promoting environments that can provide low to no cost opportunities for play, physical activity, greater family and community connection, stress reduction, and access to improved nutrition.
- Tobacco Free parks and beaches send a message to youth that being tobacco free is consistent with a healthy environment and lifestyle. Parents, leaders, coaches, and officials involved in recreation are role models for youth and can have a positive effect on the lifestyle choices they make.
- The Surgeon General has concluded that there is no safe level of exposure to secondhand smoke. The negative health consequences associated with exposure to secondhand smoke include increased risk of blood clots, heart attack, asthma attacks, respiratory problems, and eye and nasal irritation.
- Cigarettes and other tobacco products, once consumed in public places, are often discarded on the ground requiring additional maintenance expenses, diminishing the beauty of recreational facilities, and posing a risk to toddlers and/or animals due to ingestion.

III. Definitions

For purposes of this policy, the terms set forth below shall have the following meanings:

1. “*Tobacco product*” means any product containing tobacco in any form.
2. “*Unapproved nicotine delivery product*” means any product containing or delivering nicotine intended or expected for human consumption that has not been approved or otherwise certified for sale by the United States Food and Drug Administration as a tobacco use cessation product.
3. “*Parks and beaches*” means any property under the jurisdiction of the Yourtown parks department.

IV. Tobacco-Free Parks Policy

1. The use of tobacco or unapproved nicotine delivery products is prohibited in all parks and beaches at all times.
2. The Yourtown Parks Department shall prominently post and maintain signage in all parks and beaches indicating that tobacco use is prohibited.
3. The Parks Department shall publicize the tobacco-free policy on its website and other promotional materials.
4. The Parks Department shall amend its permits and rental agreements (governing the private use of parks department facilities such as playing fields and shelters) to reflect that compliance with the tobacco-free park policy is a condition of the permit or lease.
5. Parks Department employees shall be authorized to enforce the tobacco-free policy by asking persons found to be in violation of the policy to discontinue tobacco use or leave the park or beach.

V. Effective Date

This policy is effective immediately upon the date of adoption.

MODEL TOBACCO FREE POLICY BUILDING ENTRANCES AND CAMPUS

SAMPLE

The following example is intended to help guide your organization in drafting the language that best suits your community and property.

I. PURPOSE

The purpose of this policy is to provide for and promote the health, safety and welfare for all persons who enter [Company]'s property.

Each year, approximately 440,000 people in the United States die prematurely of diseases caused by tobacco. The Surgeon General concluded that there is no risk-free level of tobacco smoke exposure, including secondhand smoke and smoke residue.

Medical studies have shown that any exposure to tobacco smoke causes immediate damage to the body that can lead to serious illness or death. Evidence has also shown that the use of smokeless tobacco products, such as chewing tobacco, snuff and snus, also cause adverse health effects and can result in oral cancer, increased risk of heart attack, other cardiovascular disease and addiction.

Restricting tobacco use throughout a campus reduces these risks, supports a non-tobacco community norm and promotes the health and well-being of members and visitors of the entire campus community. A campus-wide policy can also help reduce youth initiation to tobacco use, through positive modeling behavior.

In addition to promoting public health, a campus-wide tobacco-free policy can be economically beneficial as well, especially if supported by an effective cessation policy. Benefits include reduced employee health care costs and absenteeism, increased employee productivity, as well as cost savings in areas such as grounds maintenance.

Therefore, this policy is designed to include all products that contain tobacco or that deliver nicotine in a manner that is not approved by the FDA for the treatment of nicotine addiction. Because there is no safe tobacco product, the most logical action is to promote a campus that is completely tobacco-free.

II. DEFINITIONS

For purposes of this policy, the terms set forth below shall have the following meanings:

- “*Tobacco product*” means any product containing tobacco in any form.
- “*Unapproved nicotine delivery product*” means any product containing or delivering nicotine intended or expected for human consumption that has not been approved or otherwise certified for sale by the United States Food and Drug Administration (FDA) as a tobacco use cessation product. This listing can be found at: <http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm198176.htm>

III. TOBACCO-FREE CAMPUS POLICY

The use of tobacco and unapproved nicotine delivery products are prohibited on all property under the control of [Company] at all times, including, but not limited to: buildings, grounds, entrances, sidewalks, parking lots, company vehicles whether or not that vehicle is on [Company] property, private vehicles parked on [Company] property

This policy applies to all persons on [Company]'s campus, regardless of their purpose for being there.

[Job Title] will establish a procedure for informing students, staff, visitors, contractors, etc. of the ban on the use of tobacco products, unapproved nicotine delivery products and associated paraphernalia in, or on the grounds of [Company].

IV. POLICY EFFECTIVE DATE

This policy is effective as of [Month] [Day], [Year].

COMMITMENT OF SUPPORT

For Tobacco Free Outdoor Recreational Facilities

WE SUPPORT TOBACCO-FREE POLICIES FOR OUR COMMUNITY'S OUTDOOR RECREATIONAL FACILITIES FOR THE FOLLOWING REASONS:

- Tobacco use in the proximity of children and adults is detrimental to their health.
- Our recreational organizations have a unique opportunity to create and sustain an environment that supports a non-tobacco norm through a tobacco free policy for our community's outdoor recreational facilities.
- Parents, leaders, and officials are role models for youth and can have a positive effect on the lifestyle choices they make.
- Cigarettes, once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminishing the beauty of our community's facilities, and posing a risk to toddlers and wildlife due to ingestion.
- Prohibiting tobacco use at our community's recreational facilities serves to protect the health, safety and welfare of the residents of our community.

Name/Org. _____

Name/Org. _____

Phone/Email _____

Phone/Email _____

Name/Org. _____

Name/Org. _____

Phone/Email _____

Phone/Email _____

Name/Org. _____

Name/Org. _____

Phone/Email _____

Phone/Email _____

Name/Org. _____

Name/Org. _____

Phone/Email _____

Phone/Email _____

TIPS

for Working with the Media

1 Don't raise issues with the media until you have determined what your policy request will look like. If you don't have a specific answer when a reporter asks how the secondhand smoke problem should be solved, you are not ready to be talking to a reporter.

2 Designate a key media spokesperson. Limiting who can speak to the media allows one person to become polished in this area, and your group's key messages are more likely to be included in the news story. Make sure other members of the organization are aware of this policy.

3 When a reporter calls for an interview, always ask for the reporter's deadline.

4 Give the media only the facts you are comfortable sharing. Prepare a page of talking points you can use in the interview and leave with the reporter (see the "Discussion and Presentation Outline" on page 27).

5 Anticipate questions and formulate succinct answers to them. Possible questions might be: Why is this issue important? How can this problem be solved?

6 Never go "off the record," and never lie. If you make a mistake in an interview, correct yourself. If you don't know the answer to a question, admit it, offer to check on it and call them back.

7 Don't let the media hurry you. A timely answer is important, but you do not have to answer on the spot. Instead, set a deadline to get back to the reporter, take time to gather the information you need, and then respond.

8 Use personal stories as examples, but be careful to help reporters tell stories that have a human face but that also note the relevant history and context of the article.

9 Recognize that you cannot control what reporters write, but only what you say to them. Be sure to give them only what you want to see in print.

LETTER TO THE EDITOR

SAMPLE

In Yourtown, smoking among youth is a prominent problem. According to the Yourtown Student Survey, ___% of Yourtown 12th grade students and ___% of Yourtown 9th grade students currently use tobacco. When our youth use tobacco, they are ingesting thousands of chemicals. These chemicals cause lung, throat, and mouth cancer, as well as bronchitis and emphysema. Tobacco use also inhibits lung growth, causes muscle fatigue, raises blood pressure, and leads to heart disease. What's more—the nicotine in tobacco is extremely addictive, making it very difficult to break the smoking addiction.

Why do our young people start smoking? They are influenced by people around them who smoke. Friends, family, and other adult leaders are key role models in whether or not youth choose to use tobacco. How can we, as a community, work to ensure that youth are surrounded by positive role models? We can start by being positive role models ourselves. One way we can do this is by prohibiting tobacco use at our recreational facilities and playgrounds. Prohibiting tobacco use reinforces to our youth that tobacco use is unacceptable and shows them that we, as adults, care about their health.

By prohibiting tobacco use at our recreational facilities and playgrounds, we are also protecting all of our citizens from the dangers of secondhand smoke. Over 49,000 nonsmokers in the United States, 400 in Connecticut, die from lung cancer every year due to exposure to secondhand smoke. Since secondhand smoke saturates the air around smokers, outdoor secondhand smoke levels can reach levels as high as those found indoors.

I urge you, as responsible, caring citizens of our community, to support a tobacco-free policy at our city's recreational facilities and playgrounds. Take time to discuss this important issue with city park board members and city council members. Urge them to vote in favor of our future by protecting the health of the young people living in our community!

Sincerely,

Jane Smith
Concerned Citizen

****Check with your local newspaper to find out specific word-count limitations for a letter to the editor.*

This letter sample uses community specific data. If the community does not have this type of data, see the letter sample on page xx. Microsoft Word version available, contact CT TUPAC at 860-509-8251.

LETTER TO THE EDITOR

SAMPLE

In Connecticut, smoking among youth is a prominent problem. According to the Connecticut School Health Survey, 26.6% of 12th grade students and 15% of 9th grade students currently use tobacco. When our youth use tobacco, they are ingesting thousands of chemicals. These chemicals cause lung, throat, and mouth cancer, as well as bronchitis and emphysema. Tobacco use also inhibits lung growth, causes muscle fatigue, raises blood pressure, and leads to heart disease. What's more—the nicotine in tobacco is extremely addictive, making it very difficult to break the smoking addiction.

Why do our young people start smoking? They are influenced by people around them who smoke. Friends, family, and other adult leaders are key role models in whether or not youth choose to use tobacco. How can we, as a community, work to ensure that youth are surrounded by positive role models? We can start by being positive role models ourselves. One way we can do this is by prohibiting tobacco use at Yourtown recreational facilities and playgrounds. Prohibiting tobacco use reinforces to our youth that tobacco use is unacceptable and shows them that we, as adults, care about their health.

By prohibiting tobacco use at Yourtown recreational facilities and playgrounds, we are also protecting all of our citizens from the dangers of secondhand smoke. Over 49,000 nonsmokers in the United States, 400 in Connecticut, die from lung cancer every year due to exposure to secondhand smoke. Since secondhand smoke saturates the air around smokers, outdoor secondhand smoke levels can reach levels as high as those found indoors.

I urge you, as responsible, caring citizens of our community, to support a tobacco-free policy at our city's recreational facilities and playgrounds. Take time to discuss this important issue with city park board members and city council members. Urge them to vote in favor of our future by protecting the health of the young people living in our community!

Sincerely,

Jane Smith
Concerned Citizen

****Check with your local newspaper to find out specific word-count limitations for a letter to the editor.*

Microsoft Word version available, contact CT TUPAC at 860-509-8251 or DPHTobacco@ct.gov.

DISCUSSION AND PRESENTATION Outline:

Discussing Tobacco-Free Policies with City Officials

Local Policy Request Representative

- Introduce yourself and the supporting organizations/members in attendance.
- Explain the rate of youth tobacco use in your community, and distribute any pertinent information you may have about this topic. Quickly summarize how your group/organization is working to reduce youth tobacco use and your desire to involve the City as well.
- State your policy request by explaining what you are asking them to consider, including the rationale for your request and the specific facilities that are part of the policy request.
- Show the list of cities that have recently made their outdoor recreational facilities tobacco free (specifically mention cities in your area).
- Explain that this recent trend is occurring for the following reasons:
 - * These cities understand the important role they can play in reducing youth tobacco use (stress the health and welfare of the citizens).
 - * Policies for city-owned facilities create consistency for youth recreation facilities in the community, since most school districts prohibit tobacco use at their outdoor facilities.
 - * Policies for city-owned facilities support local groups (soccer clubs, etc.) who use city facilities and promote healthy lifestyles.
 - * Discarded cigarette butts cause litter, maintenance expenses, and can be ingested by toddlers using those facilities.
- Explain what a successful tobacco-free policy looks like:
 - * A comprehensive policy prohibits participants and spectators from using all forms of tobacco.
 - * The policy outlines the facilities that are included, as well as a strong user notification and policy enforcement plan.
- Share how your group can assist them with policy development and implementation (permanent signage, periodic monitoring by park staff for compliance, and policy awareness such as policy manuals, newsletters, etc.).
 - * Show CT TUPAC free signage and explain qualification process (see page 29).

Concerned Parent, Youth, and/or Citizen

- Ask one or two community members to follow the speakers above by giving a brief testimony on why they support the policy request. Suggest they describe a specific experience or concern they have relating to tobacco use in outdoor recreational facilities.

Supporting Organization

- Ask one or two community organizations or clubs (e.g. school district representative, YMCA, local soccer club) to give a brief testimony for their support of the policy request and ask them to explain how their own tobacco-free policy has benefited their organization.

Local Policy Request Representative

- Finish the presentation by summarizing your group's desire for the city to protect the health and welfare of the community by passing a tobacco-free policy for its outdoor recreational facilities.



TALKING POINTS

Talking points are used to keep spokespersons on track with the message the organization want to make. They are used as material for speeches, interviews, flyers, media releases, etc. The talking points document, itself, is usually an internal document that is not released to the public.

Keep to about 4-5 points so that the message is concise and clear. What is your main point? Make that answer the first talking point. A talking point should only consist of one sentence. Avoid talking points that look like a paragraphs. Too much in one talking point causes confusion and the actually message that you want to make gets lost.

Inform all your organization's spokespeople of the points chosen. This ensures that your message is always consistence, no matter who is speaking or to whom they are speaking to.

This page contains a number of suggested talking points that may be used to speak about tobacco free outdoor spaces. There may be others your organization feel strongly about or may be better for your community. As an organization, decide on the points that are important to you and stick to those.

Suggested Talking Points

- The U.S. Surgeon General states that there is no safe level of tobacco smoke exposure.¹
- Breathing in tobacco smoke is dangerous.
- Tobacco free policies protect everyone.
- Secondhand smoke is the third leading cause of preventable death in the United States.²
- 81% of Connecticut adult resident *do not* smoke.
- In Connecticut, 400 nonsmokers die each year due to exposure to tobacco smoke.³
- In Connecticut approximately 4,700 adults die of smoking related causes each year, which is about 13 deaths each day.
- A policy that prohibits tobacco use on all park land, facilities, and open spaces is easier for everyone to understand.
- A tobacco-free policy for recreational facilities provides consistency for recreation facilities in the community, since the [City Name] School District facilities are already tobacco free.
- By having policies that create tobacco-free spaces, the community is sending youth the message that tobacco use is an unacceptable behavior.
- By having policies, we can ensure that coaches, parents and other role models do not use tobacco products during recreational events.
- A tobacco-free policy for all [City Name] park land would protect all residents from tobacco smoke, and toddlers, pets and wildlife from discarded cigarette butts.
- Discarded cigarette butts also diminish the beauty of [City Name] parks and are a fire hazard.

1. US Surgeon General, <http://www.surgeongeneral.gov/library/reports/secondhandsmoke/factsheet7.html>

2. Glantz, S.A. Parmely, W., "Passive Smoking and Heart Disease: Epidemiology, Physiology, and Biochemistry," *Circulation*, 1991; 83(1):1-12;

3 .Tobacco Free Kids, www.tobaccofreekids.org

SIGNS AVAILABLE

Connecticut cities and towns that adopt comprehensive tobacco free policies for their outdoor spaces can order, **at no charge**, metal 7"x10" Tobacco Free or Smoke Free signs from the Tobacco Use Prevention and Control Program to assist with policy implementation.

To qualify for the signs, the tobacco free policy must include:

- * A list of all the areas it covers,
- * A statement that all forms of tobacco use are prohibited,
- * An enforcement plan that includes user notification and signage.



Should your community choose to adopt a smoke free policy instead of a tobacco free policy, to be eligible for smoke free signs at no charge, the policy must include:

- * A list of all the areas it covers,
- * A statement that all forms of smoking are prohibited,
- * An enforcement plan that includes user and staff notification and signage,
- * An agreement on the part of the requesting organization to continue working towards a comprehensive tobacco free policy.



To order signs, complete the order form on page 30 and return with a copy of your community policy to the Department of Public Health Tobacco Use Prevention and Control Program.



SIGNS ORDER FORM

Please complete and return this form with a copy of your policy to:

Tobacco Use Prevention and Control Program
CT Department of Public Health
410 Capitol Ave, MS # 11HLS
Hartford, CT 06134-0308
Office 860-509-8251/ Fax 860-509-7854
DPHTobacco@ct.gov

On _____, the City/Town of _____ CT, adopted the
(date)
attached tobacco free/smoke free policy prohibiting the use of tobacco in the following outdoor spaces:

Please send: (Qty) _____ "Tobacco Free Zone" signs
_____ "This is a Smoke-Free Property" signs
(a maximum of 5 signs can be ordered)

Contact Name _____

Organization _____

Mail signs to _____ City _____ Zip _____

Phone _____ Email _____



ADDRESSING POLICY MYTHS:

The Truth Behind Tobacco-Free Outdoors

Myth

Kids that see adults using tobacco products are not likely to start using tobacco.

Vs.

REALITY

Thousands of teenagers start smoking every day, in part because they see their adult role models using tobacco or allowing its use in public places. How do children learn to walk? To talk? To play sports? From adults! Adult habits DO affect our youth.

Myth

Cigarette butts discarded on the ground do not really hurt anything.

Vs.

REALITY

Cigarette butts are not biodegradable, meaning they do not decay and cannot be absorbed by the environment. In fact, cigarette butts remain intact for about 10 years before breaking apart, which amounts to tons of litter. Also, toddlers may ingest the poisonous butts that are discarded on the ground.

Myth

Policies that restrict tobacco use at outdoor recreational facilities will restrict tobacco users from these facilities and events.

Vs.

REALITY

Tobacco-free policies for outdoor recreational facilities and events do not restrict people from using these facilities or attending these events; rather, they only ensure that tobacco users refrain from using tobacco for the period of time they are there in order to protect the health of community members, and especially children, who are using these facilities.

Myth

Recreation-based tobacco-free policies are needless regulations and a governmental interference

Vs.

REALITY

Tobacco-free policies are public park policies similar to those prohibiting alcohol use or littering in public parks and recreational facilities. It is the duty of policy makers to enact policies that protect the health and well being of the citizens of their community

Myth

Tobacco-free policies for recreational facilities will be impossible to enforce.

Vs.

REALITY

Eighty –one percent of all Connecticut adults do not smoke. Therefore, tobacco-free policies are largely self-enforcing and can be properly enforced with a combination of adequate signage and community education about the policy. Any infraction can be reported and handled in the same manner as an alcohol or litter complaint that may occur at these facilities.



COMMUNITY SUPPORT REQUEST Letter

Sample

(Note: This letter is focused on all youth recreational facilities. If you are working on certain outdoor recreational facilities, you should customize this request accordingly).

[Insert date]

Dear Community Member:

The City of Yourtown is considering a tobacco-free policy for its outdoor recreational facilities, including city-owned playgrounds, youth athletic fields, and other facilities used by children. The Yourtown Tobacco-Free Coalition is requesting the adoption of this policy in order to protect the health and welfare of the children using these facilities. After much discussion, the Yourtown Park and Recreation Commission decided to further study the issue prior to their next meeting.

Your support is needed to ensure that the Park and Recreation Commission understands that you, as community members, support tobacco free environments for our community's children. If you would like to help with this effort, please write letters of support to the City's Park and Recreation Commission. We also encourage you to discuss this issue with your friends and neighbors to help us gain support for tobacco-free recreation in Yourtown.

Here are some things that you may want to include in your letter:

- As a citizen of the City of Yourtown that uses Yourtown recreational facilities, you support policies that create tobacco-free environments for the children of Yourtown to play in.
- Children playing in and around city recreational facilities should not be forced to be exposed to the deadly effects of secondhand smoke and the cigarette butts that are often present in these areas.
- The Yourtown Park and Recreation Department has a responsibility to protect the health and safety of our community's children while they use the city's recreation facilities, and adopting a tobacco-free policy is part of this responsibility.
- By having policies, we can ensure that coaches, parents and other role models do not use tobacco in recreational settings, which will help to send our children the message that tobacco use is an unhealthy behavior.

Please personalize these talking points with your own experiences and send your letter to the chairperson of the Park and Recreation Commission. Please send your letter to [insert Park and Recreation Commission Chairperson's name and address here].

If you have any questions regarding this initiative and the work we are doing with the City of Yourtown, please feel free to contact me at [insert your contact information]. Thank you for supporting tobacco-free environments.

Sincerely,

[insert your name here]

Yourtown Tobacco-Free Coalition



Frequently Asked Questions

What is current Connecticut law on tobacco use outdoors?

There is currently no state law that regulates tobacco use in outdoor areas other than restaurants with outside dining.

Are local municipalities able to enact policies restricting tobacco use?

There is no state law prohibiting local municipalities from regulating tobacco use **outdoors**. Indoor smoking regulations must follow Connecticut State law and cannot be more strict.

Should a policy cover all property and activities or just youth events?

“All property” policies protect all visitors to the property, not just youth, and help reduce litter. They are also easier for citizens to understand rather than determining which activities qualify as “youth events”.

How do other Connecticut cities and towns enforce their policies?

Many Connecticut cities and towns post signs in and around their property announcing the policy. These signs empower the community to tell violators of the policy as well as allows for self enforcement. Many tobacco users look for signs. Other towns and cities rely on park staff, employees or local law enforcement agencies to enforce the policy.

What effect do tobacco free outdoor policies have on youth?

In general, tobacco free policies help prevent youth tobacco use, particularly by providing adults the opportunity to be tobacco free role models through the community.¹

What other benefits result from tobacco free policies?

Cigarette filters are toxic to the environment because they do not biodegrade. They contain many harmful chemicals that can leach into the environment. Cigarette butts and tobacco-related items make up 38% of all litter, creating costly clean up. A policy reduces litter, protects toddlers and animals from ingesting filters that are discarded and protects the environment.

Will policies keep some people from using public park and recreation areas?

Tobacco free policies ensure that all citizens have a healthy environment. People go to parks to exercise or relax, not to use tobacco. People who smoke work, eat, shop, travel, and reside in smoke free environments every day. No court has determined that smoking is a constitutionally protected right.²

Aren't tobacco free policies for parks a needless regulation?

These policies are similar to those prohibiting alcohol and litter or requiring that pets be leashed. It is the duty of policy makers to enact policies that protect the health of their citizens.

ENFORCING AND PUBLICIZING YOUR POLICY

A well-publicized policy informs park users about the reasons why the policy has been adopted and helps enforce the policy by reducing violations.

POST SIGNS

The most important way to publicize your tobacco free policy is by posting signs. Signs inform visitors of the policy and can empower others to say something if a violation occurs.

Suggested places for posting the signs are:

- * Fencing around playgrounds and fields
- * Backstops
- * Picnic Shelters
- * Restrooms
- * Concession stands
- * Park and Beach entrances
- * Parking lot entrances
- * Lifeguard stands
- * Building entrances
- * Hiking trail entrances
- * Warming houses for winter recreation

LET THE COMMUNITY KNOW ABOUT THE POLICY

In addition to posting signs, park and recreation staff has used a variety of ways to educate citizens about their tobacco-free policies:

- Staff notification handouts of the new policy and procedures for handling violations. (*sample, page 35*)
- Use small notification cards explaining the policy distributed by park staff or community members to park users. (*sample cards, page 36*)
- Articles in a local or regional newspaper, as the result of a press release or reporters' coverage of city council meetings. (*draft press release, page 37*)
- Article in park and recreation department and city newsletters.
- Message in recreation program brochures, catalogs, and announcements.
- Rulebooks or policy statements that are distributed to sports league administrators, coaches, officials, parents, and participants. (*sample notification letter, page 38*)
- Other fact sheets or educational articles about tobacco and secondhand smoke distributed at coaches' meetings, in mailings, or through newsletters.
- Postings on the recreation department's and city's websites.
- Public address announcements at recreation events, or public service announcements on local radio stations or public access cable channels.
- Kick-off celebration or community event with tobacco-free pledges, activities, etc.

HELP ENFORCE OUR POLICY HANDOUT

SAMPLE

This handout is to notify employees of the new policy and provides tips on how they can help enforce the policy. The actual policy or a condensed version may be added to the front of the handout or printed on the backside.

(city/organization logo)

City of (name) Tobacco-Free Policy for Park and Recreational Areas (or other specified outdoor spaces)

In order to protect the health and safety of our citizens and visitors, (City or Organization's) parks, recreation facilities and open spaces are tobacco free. Please do not use or discard tobacco products on our property.

You can Help Enforce our Tobacco-Free Policy

- If you see someone who is not complying with the policy point out the tobacco-free signs to them.
- Hand out Policy Notification Cards.
- Remind teams, coaches and spectator (contractors, visitors) of the policy and its healthy benefits.
- Comply with the Policy yourself.

*Thank you for supporting
a healthy and safe environment!*

POLICY NOTIFICATION CARDS

SAMPLE



These cards may be used to notify visitors to your park or facility of the policy. Customize your cards to reflect the policy adopted and the location/facility covered as well as a logo or picture of your choice.

<p><i>Yourtown Parks and Fields are Tobacco-Free!</i></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!”</p> <p>(organization’s name)</p>	<p><i>Yourtown Company’s Property is Tobacco-Free!</i></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!”</p> <p>(organization’s name)</p>
<p><i>Yourtown Parks and Fields are Tobacco-Free!</i></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!”</p> <p>(organization’s name)</p>	<p><i>Yourtown Company’s Property is Tobacco-Free!</i></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!”</p> <p>(organization’s name)</p>
<p><i>Yourtown Parks and Fields are Tobacco-Free!</i></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!”</p> <p>(organization’s name)</p>	<p><i>Yourtown Company’s Property is Tobacco-Free!</i></p>  <p>“Thank you for supporting a healthy and safe environment for everyone!”</p> <p>(organization’s name)</p>

PRESS RELEASE

SAMPLE

Customize your press release to reflect the policy adopted and the location/facility covered and the organizations or groups that helped with the planning and implementation.

Place your group's logo here]

For Immediate Release

[Date]

Contact: [Name]
[Agency]
[Phone number/email]

Headline

[Community Name] PROTECTS YOUNG PEOPLE'S HEALTH BY MAKING PARKS TOBACCO FREE

"What" And "Who"

On [Date], the [community name] City Council voted in favor of the health of the children of [community name] by making [list parks and facilities here] tobacco free. Effective [date], no person will be allowed to use any form of tobacco under this new policy. The [community name] Park Board and [other supportive groups or coalitions] support this policy and brought it to the City Council for final approval.

"Why"

[Community name] City Council members adopted this policy because they believe that tobacco use in park areas is detrimental to the health of everyone using the park system and can be offensive to those using recreational facilities. They also feel the tobacco-free policy provides the opportunity to change community norms around tobacco use and will help to reduce youth tobacco use.

Quote from elected official

"Our goal is to demonstrate to youth that tobacco use is not a part of a healthy lifestyle, and we believe that this policy can play a part in reducing youth tobacco use in our community, which will eventually save lives," said [park board member or city council member], [community name] City Council member.

Quote from your group's spokesperson

"____ % of youth in [community name] [52.8% in CT] have used at least one form of tobacco. By adopting this policy, the community of [community name] is helping reduce the rate of tobacco use in our community and is demonstrating their belief that tobacco use and tobacco smoke just don't belong in park areas where people go to improve their fitness and enjoy nature," said [citizen/coalition member], [name of affiliated group]. "4,700 Connecticut adults die each year due to smoking, and \$1.63 billion in annual Connecticut healthcare costs are directly attributable to smoking."

Quote from elected official

Council member [name] supports the tobacco-free policy because it now complements the [school district name] school district tobacco-free grounds policy. "The [community name] policy will create a consistent tobacco-free policy among all the recreational facilities in our community, which eliminates confusion."

Additional information

The [name of coalition or group] assisted the community of [community name] in the policy development process and will be working with city officials to communicate the new tobacco policy, including posting signage and distributing materials describing the policy and other tobacco prevention resources to all youth leaders, coaches, and parents. Enforcement of the policy will come via the signs and community awareness measures.

Additional information

The Connecticut Department of Public Health, Tobacco Use Prevention and Control Program is providing [community name] with metal tobacco-free signs free of charge. "We are pleased to add [community name] to the growing list of Connecticut communities with tobacco-free park policies," said XXXX, (title of spokesperson). Currently, [insert number] communities in Connecticut prohibit tobacco use in their park areas.

###

POLICY NOTIFICATION LETTER FOR RECREATION FACILITIES

Sample

This letter is addressing Sports teams and Associations. Customize your letter to reflect the policy adopted and the audience you would like to notify.

[Date]

Dear [Sports Association Name]:

Every day over 3,000 young Americans decide to start smoking. Consequently, 19.9% of high school students and almost 5% of middle school students in Connecticut use tobacco. The decision to remain tobacco free may seem obvious, but it is often a very difficult choice for many of the youth involved with your programs. However, the City of [City name] is attempting to help make this decision easier by implementing a tobacco-free policy for [list parks and facilities here].

We have adopted this tobacco free policy because we believe that tobacco use in park areas is detrimental to the health of everyone using the park system. We also believe that creating a tobacco free recreational environment supports the purpose of our park system, which is to promote health and wellness. Finally, the City of [City name] also feels that parents, leaders, and officials are role models for youth and can have a positive effect on the lifestyle choices they make by being tobacco-free role models for them.

Enclosed is a copy of the City's new tobacco free policy for our park areas. Please distribute it to members of your organization. If you would like additional tobacco prevention information and materials, please contact the [organization's name] at [e-mail] or (860) 555-5555 or the CT Tobacco Use Prevention and Control Program at 860-509-8251 or DPHTobacco@ct.gov. If you have any questions about the new policy, please contact me at [phone number/email].

Sincerely,

[Name]

Recreation Coordinator

[City name] Park & Recreation Department

CHEERS TO THE DECISION MAKERS

Once your policy or ordinance has been approved, do not forget to thank the decision makers who helped make it possible. This allows your group to express appreciation of the decision makers' efforts and keeps the line of communication open.

Here are a few ways to show your thanks:

- Send a thank you letter from your group.
- Present a Certificate of Recognition to the decision makers at a future meeting.
- Submit a thank you letter to the editor of the local newspaper.

Letter to the Editor Samples

[Date]

Thanks to the [City Name] Park Commission for taking a proactive, healthy step in protecting the health of our community by adopting a tobacco-free policy at all of [City Name]'s park and recreational areas!

Our city parks are established as a healthy place for residents to improve their fitness or just relax. Not only do we no longer have to breathe in secondhand smoke, but our parks will be much prettier because cigarette butts will not litter the beaches, playgrounds and picnic shelters.

Sincerely,

[Your Name, Address, Phone Number]

[Date]

I would like to thank the [Company Name] management for taking a proactive, healthy step in protecting the health of our community by adopting a tobacco-free policy on their grounds.

Everyone deserves the right to breathe clean air, especially when working or visiting local businesses. The [Company Name] Management deserves congratulations for making our community more healthy!

Sincerely,

[Your Name, Address, Phone Number]

[Date]

Thank you, [City Name] Park Commission, for adopting a tobacco-free policy at all of [City Name]'s park and recreational areas!

As a parent, I completely support this tobacco-free policy because I want my children to grow up in a tobacco-free community with healthy role models. Now I will be able to take them to our city's playgrounds, beaches, and park areas without the fear that they will be exposed to secondhand smoke. Since my children love sports, I now feel confident that I can take them to any [City Name] game or recreational activity without the fear that they will see one of their "role models" smoking or using spit tobacco.

Sincerely,

[Your Name, Address, Phone Number]

The editor will not print your address or phone number but they will contact you to ensure it was you who wrote the letter.



RESOURCES FOR TOBACCO FREE SPACES

Americans for Nonsmokers' Rights

www.no-smoke.org

Campaign for Tobacco-Free Kids

www.tobaccofreekids.org

CDC Tobacco Free Sports Initiative

www.cdc.gov/tobacco/youth/sports/index.htm

The Community Guide

www.thecommunityguide.org

CT Tobacco Use Prevention and Control Program

www.ct.gov/dph/tobacco

Tobacco Control Legal Consortium

www.tclconline.org

Tobacco Free College Campus Initiative

<http://tobaccofreecampus.org/>

Tobacco-Free Youth Recreation

www.tobaccofreeparks.org

Connecticut Towns and Cities with Tobacco and Smoke Free Parks and Recreation Areas

Colchester

Columbia

East Lyme

East Haddam

Guilford

Groton

Ledyard

Montville

New London

Rocky Hill

Windham

Wallingford



WE ARE HERE TO HELP!

**For assistance with planning and implementing your
Tobacco Free Outdoor Spaces Campaign, contact us at:**

**Connecticut Department of Public Health
Tobacco Use Prevention and Control Program**

860-509-8251

DPHTobacco@ct.gov

www.ct.gov/dph/tobacco

***Thank you for your efforts in promoting tobacco free
lifestyles!***